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PATH A: SOURCE TO ARS

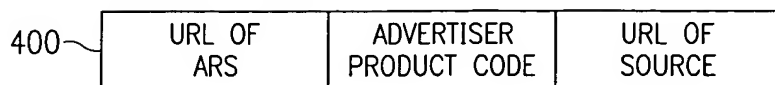


FIG. 4a

PATH B: ARS TO SOURCE

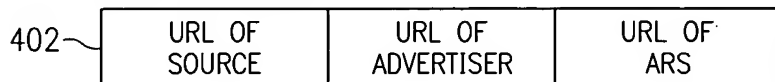


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

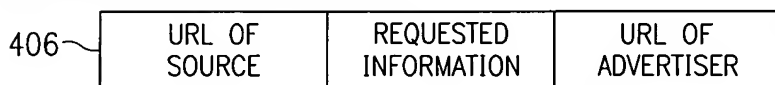


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

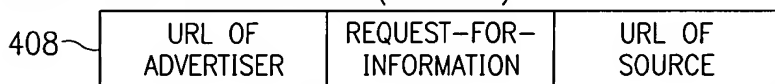
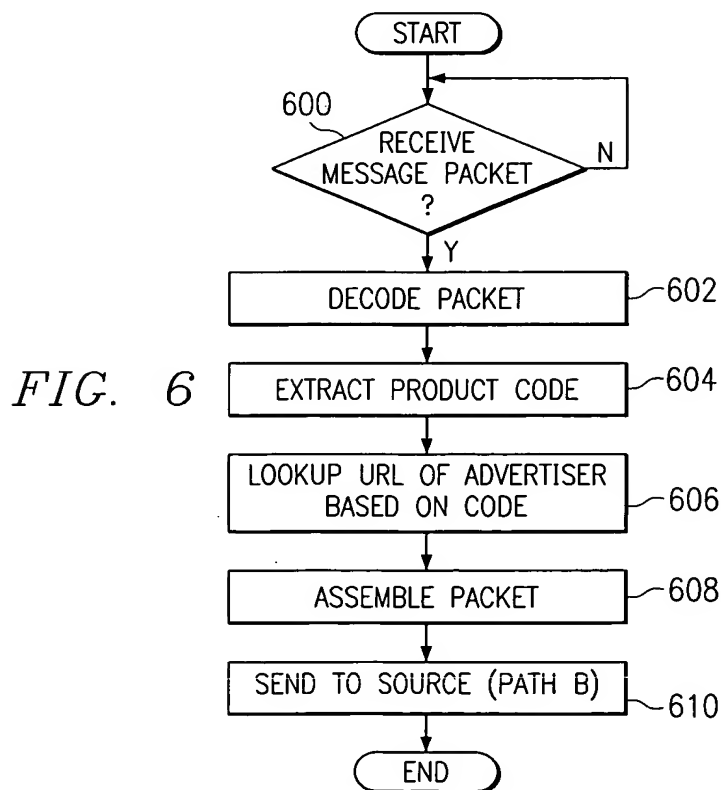


FIG. 4e



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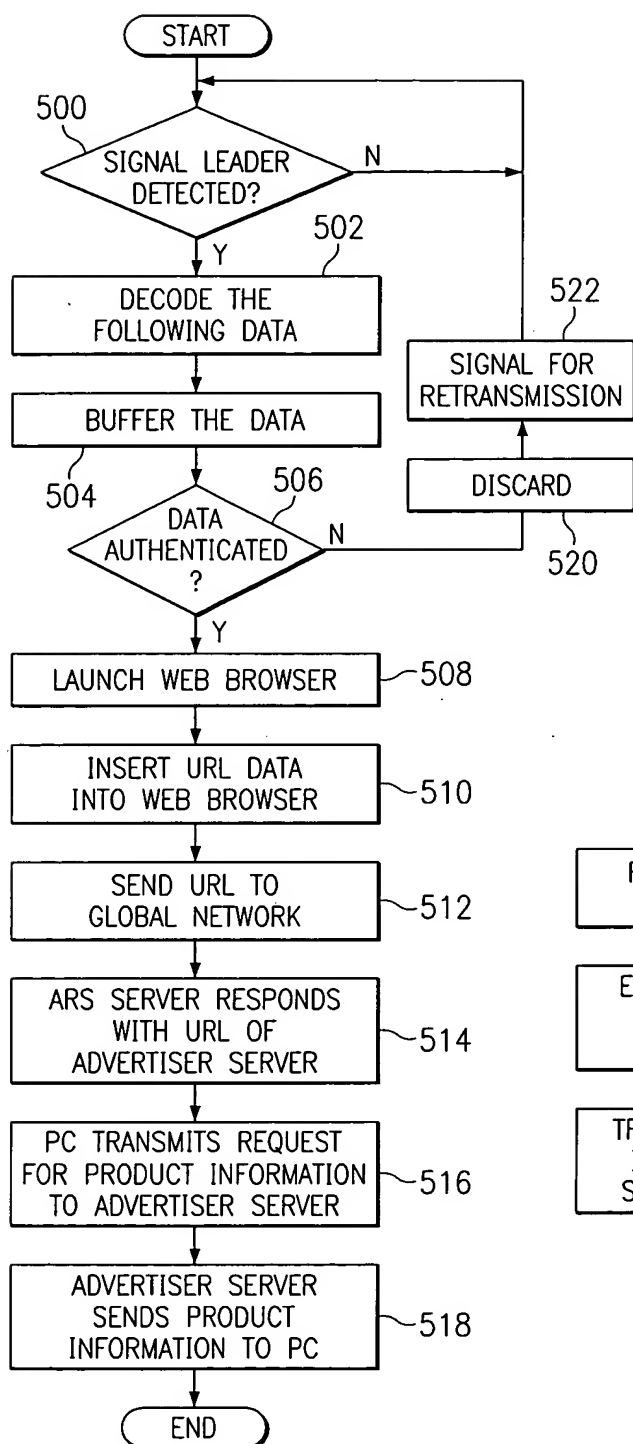


FIG. 5

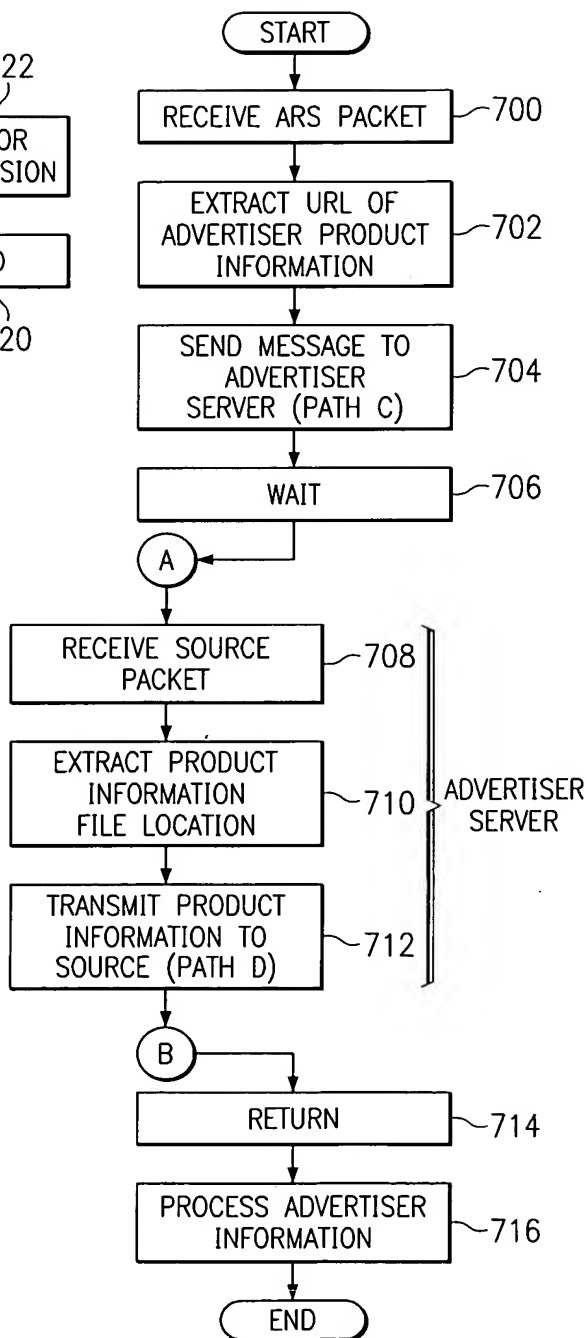


FIG. 7

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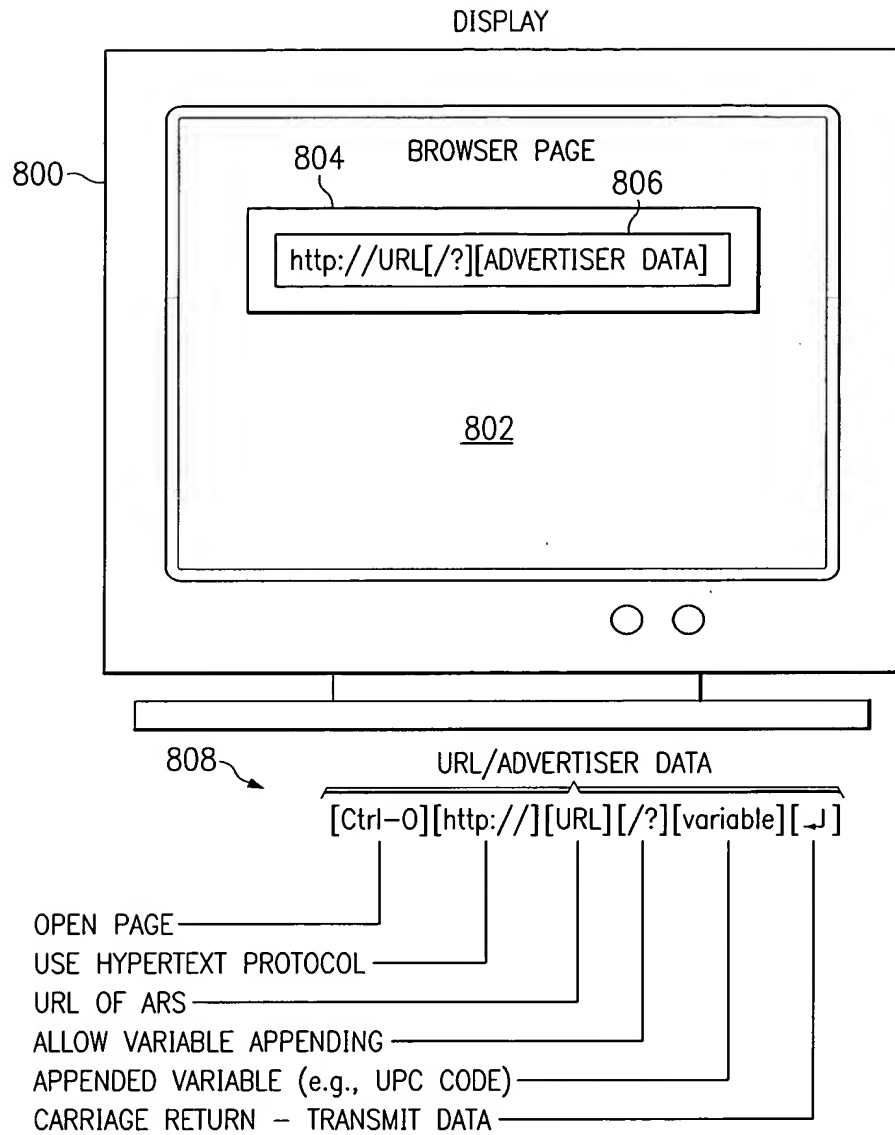


FIG. 8

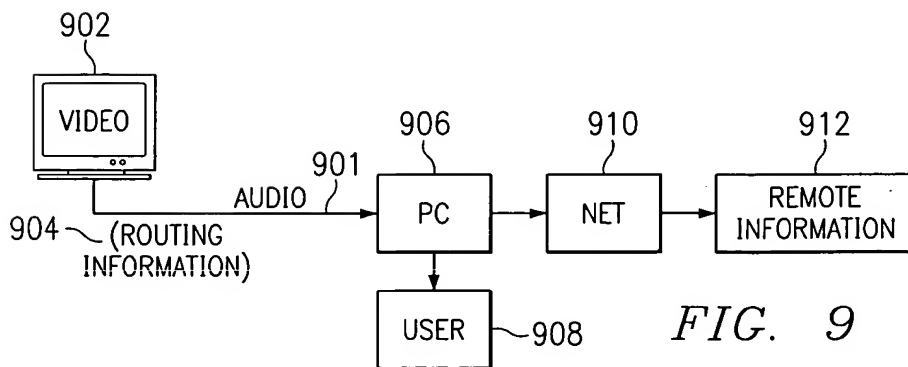
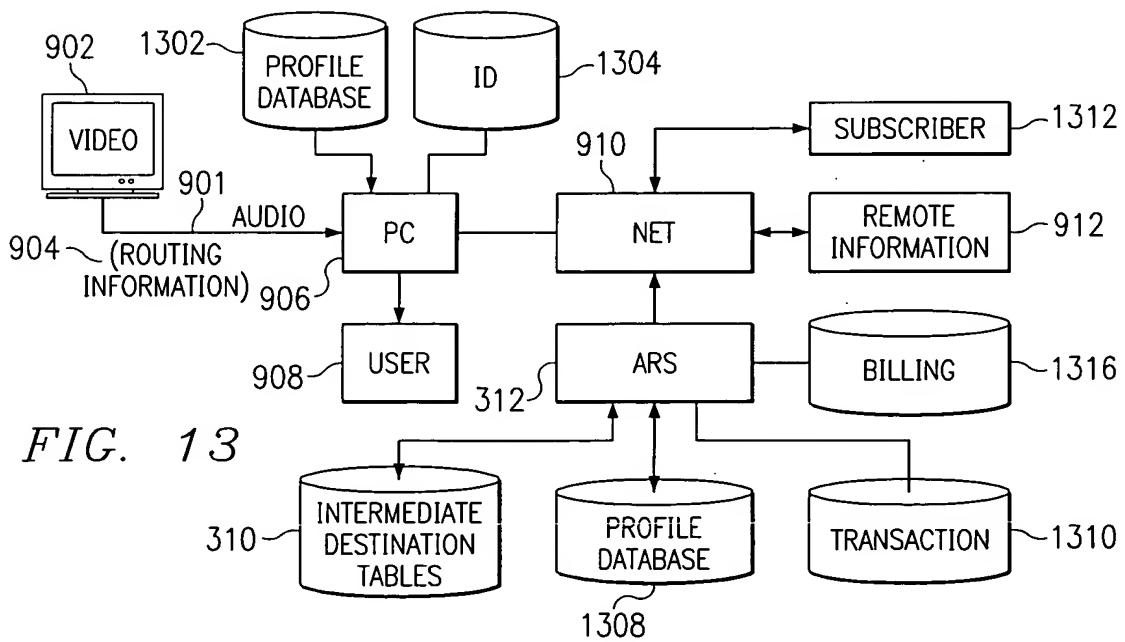
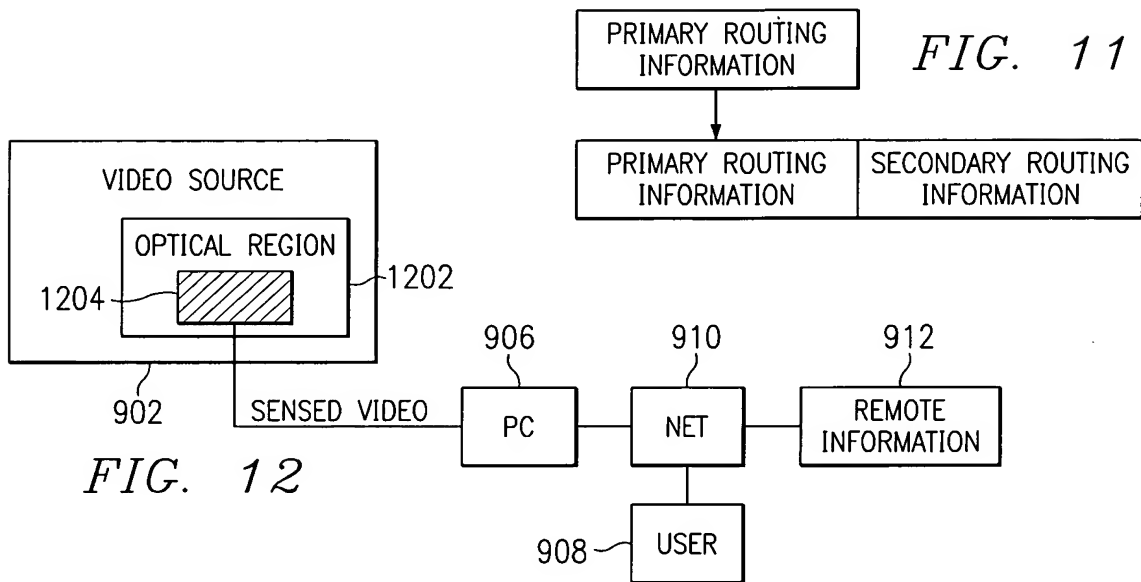
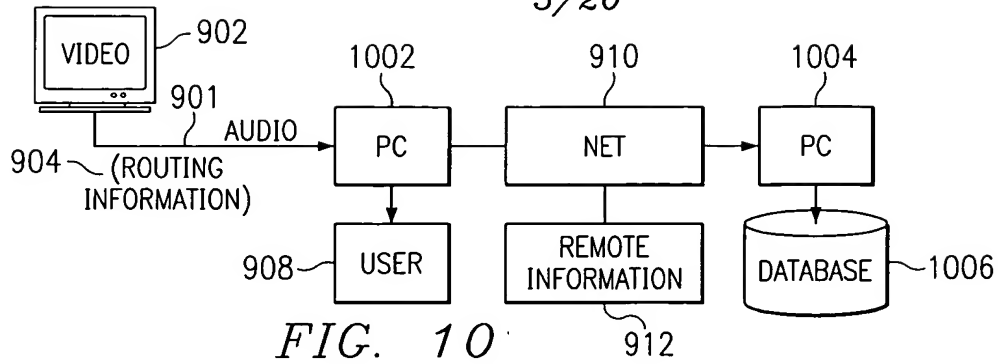


FIG. 9

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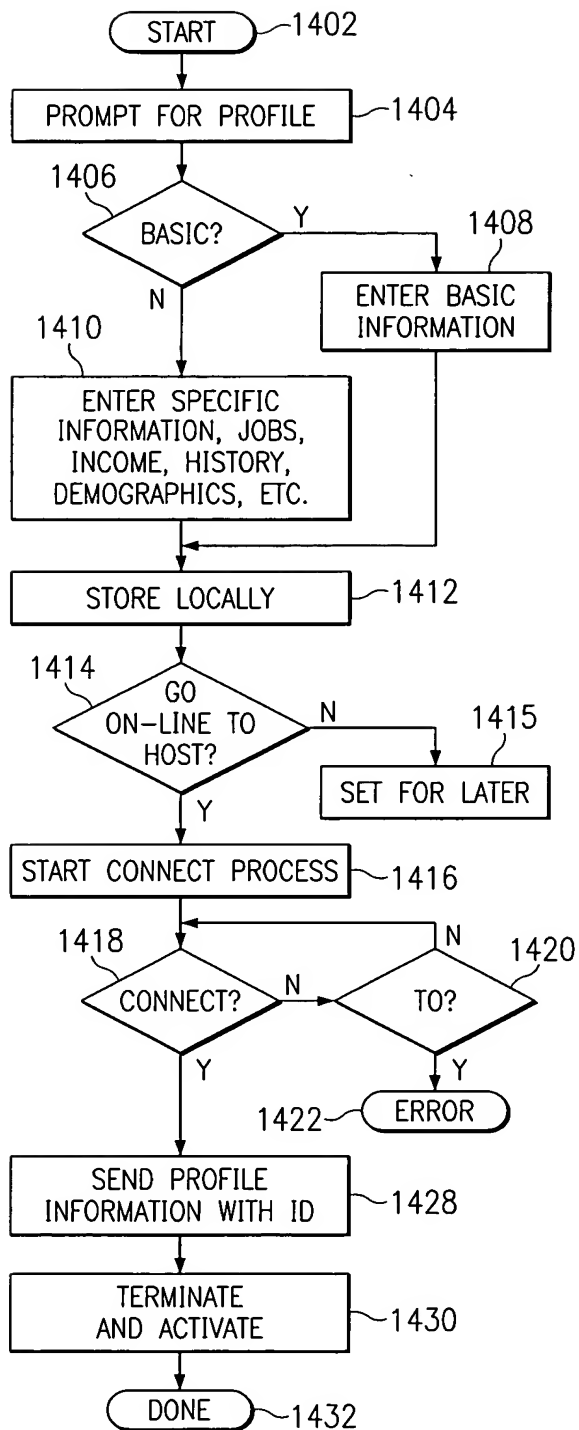


FIG. 14

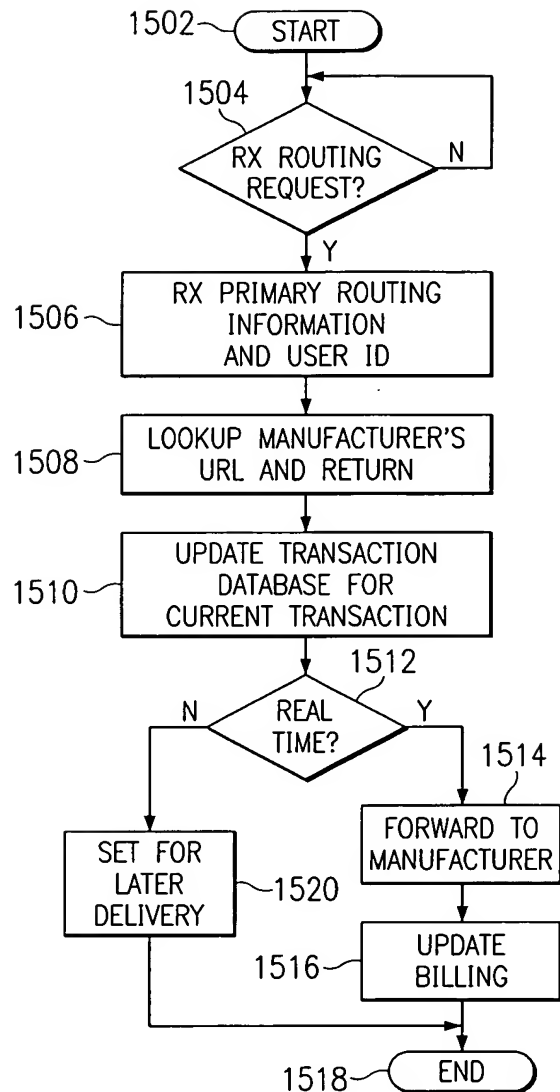
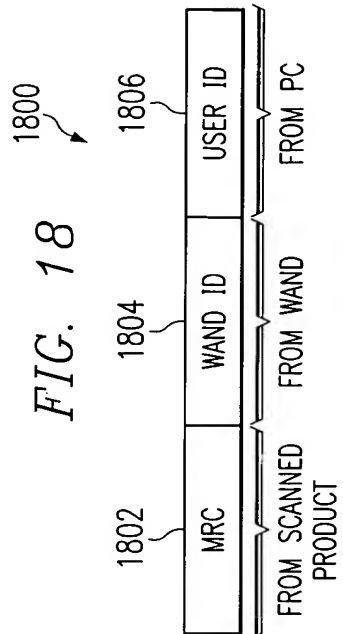
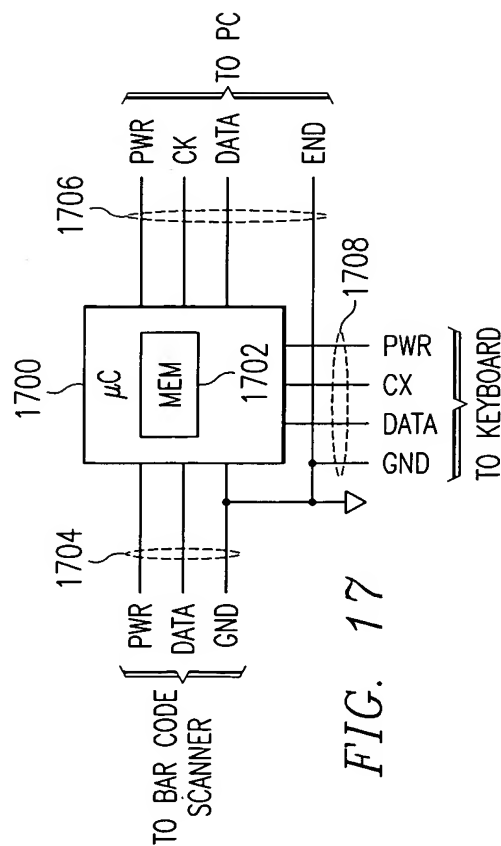
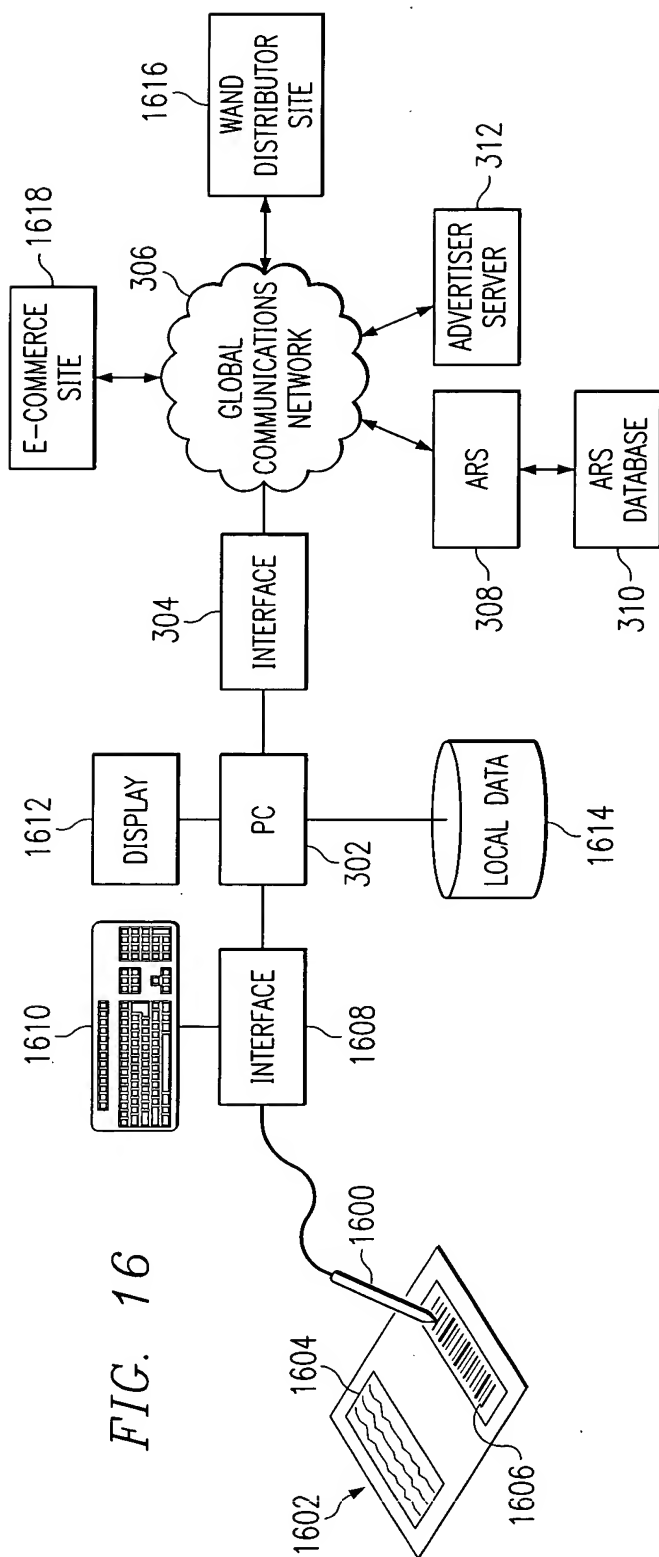


FIG. 15

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FIG. 19

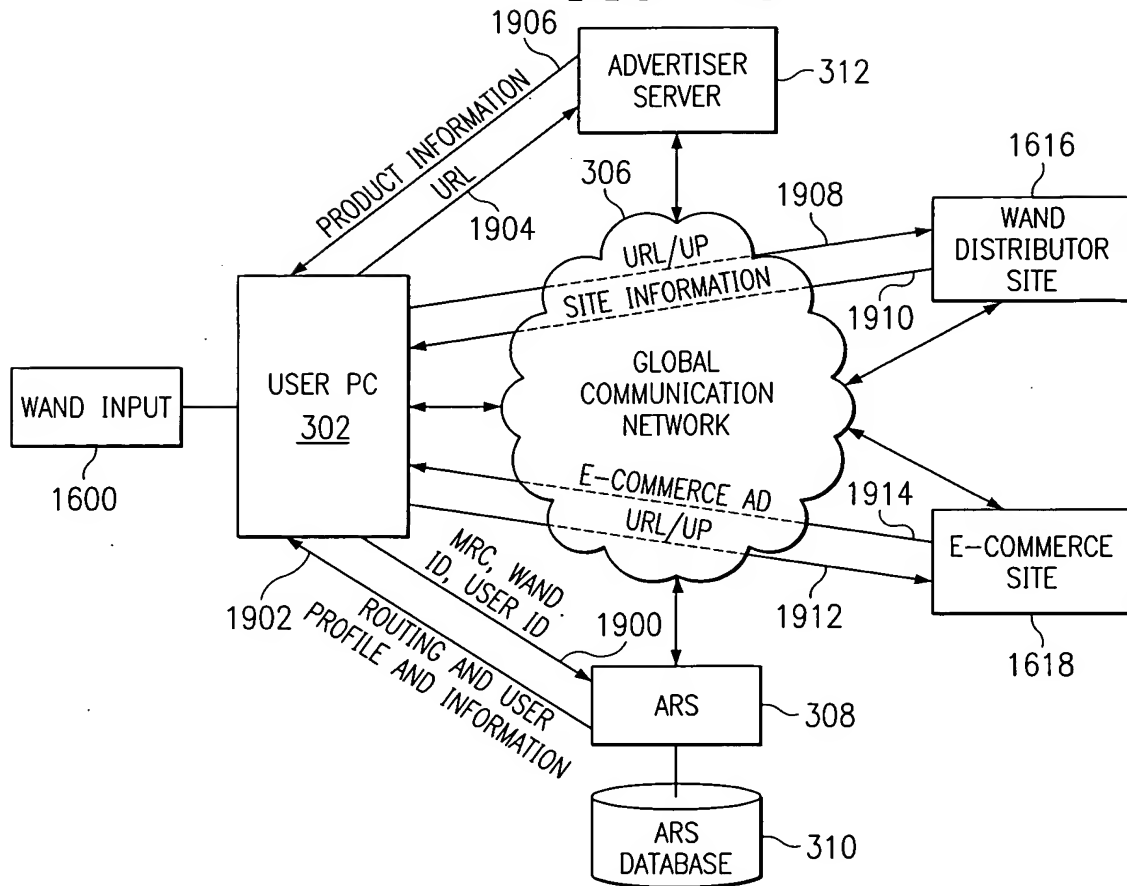
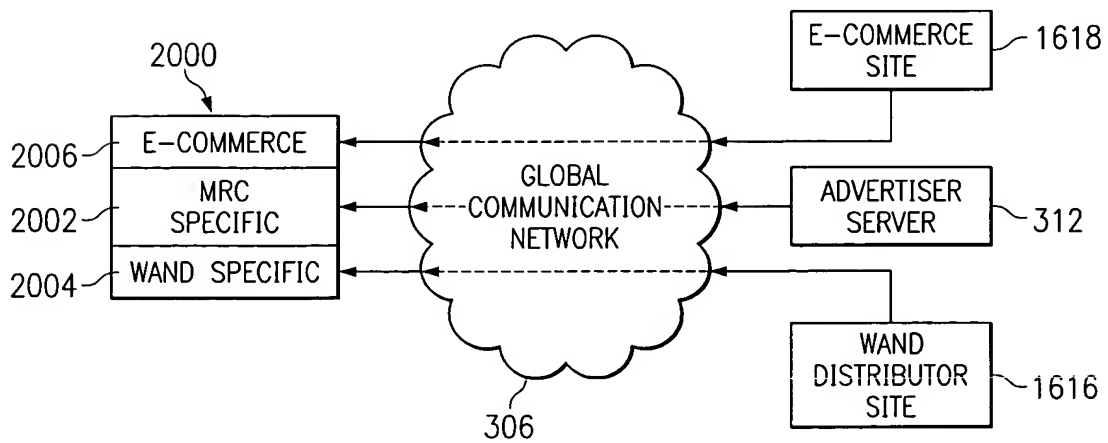


FIG. 20





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ARS DATABASE  
2100

FIG. 21

2102		2104		2106	2108	
PRODUCT		WAND		USER	E-COMMERCE	
MRC	ROUTE	ID	DISTRIBUTOR	PROFILE	MRC	INFORMATION

FIG. 22

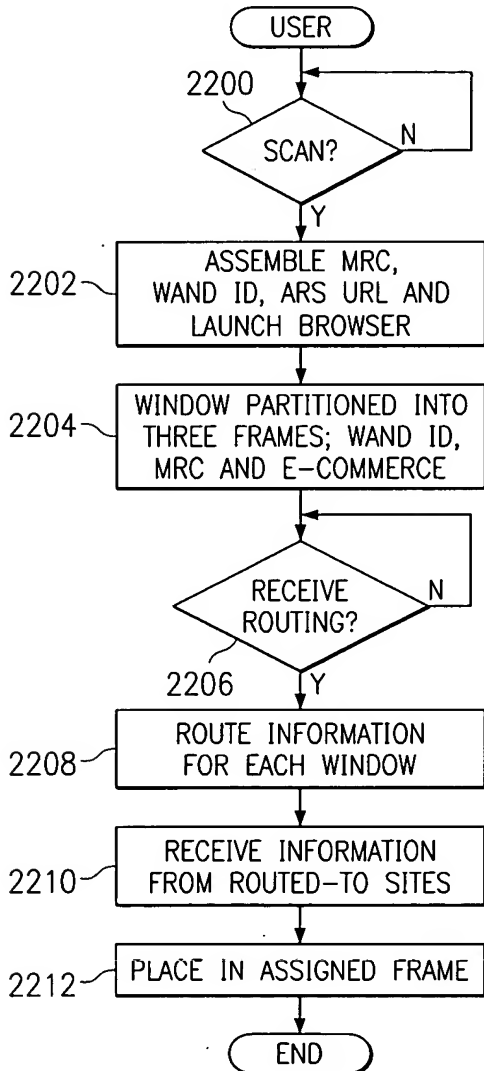
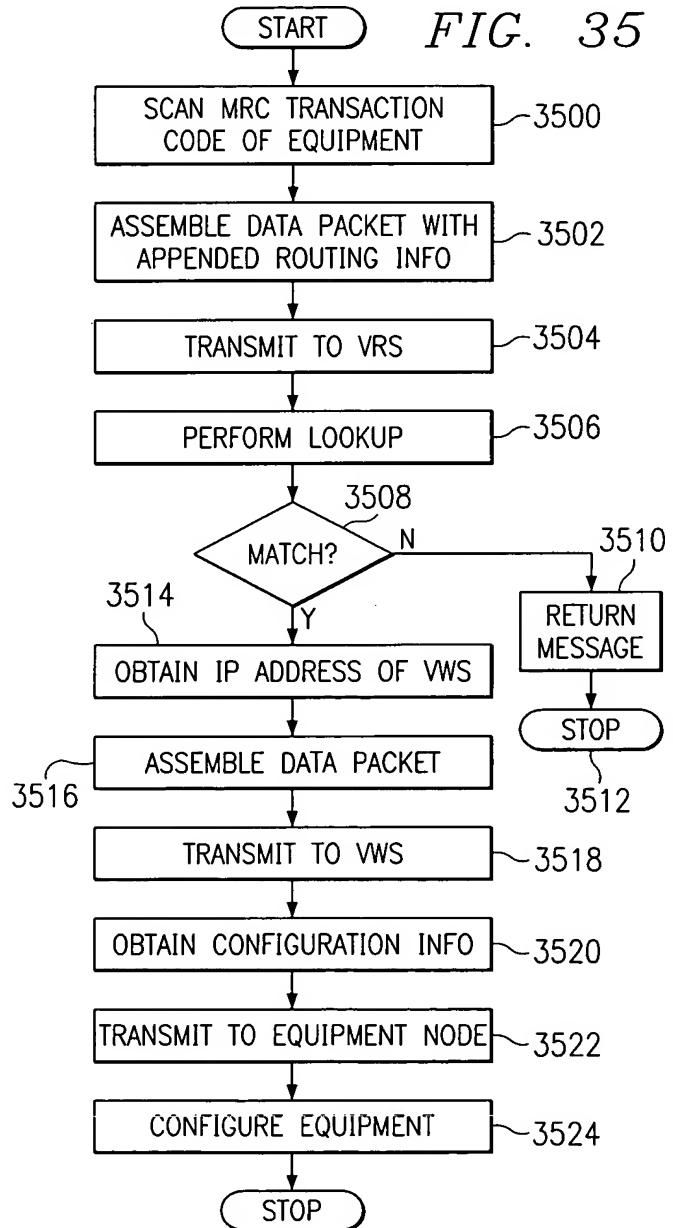


FIG. 35



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FIG. 23

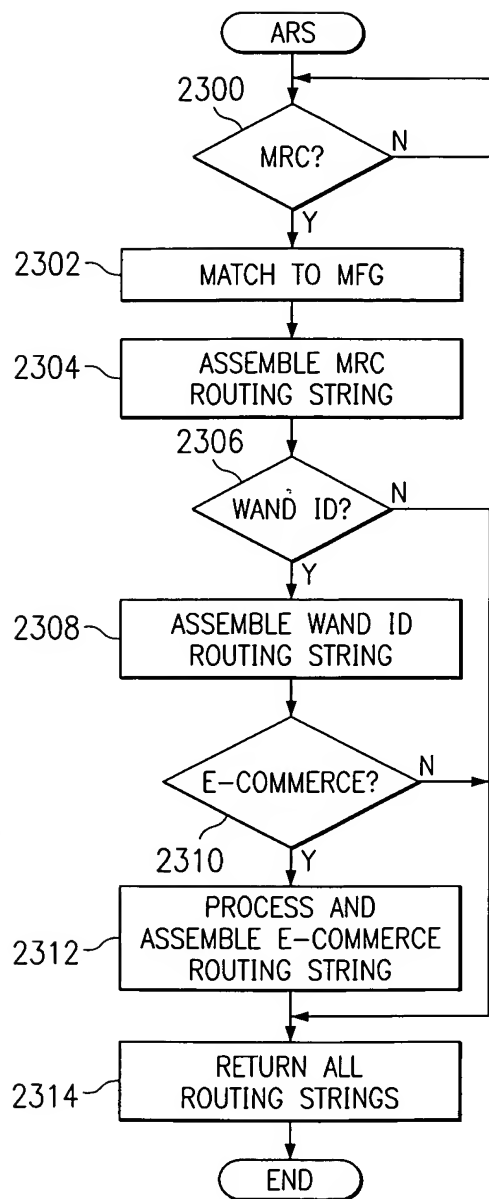
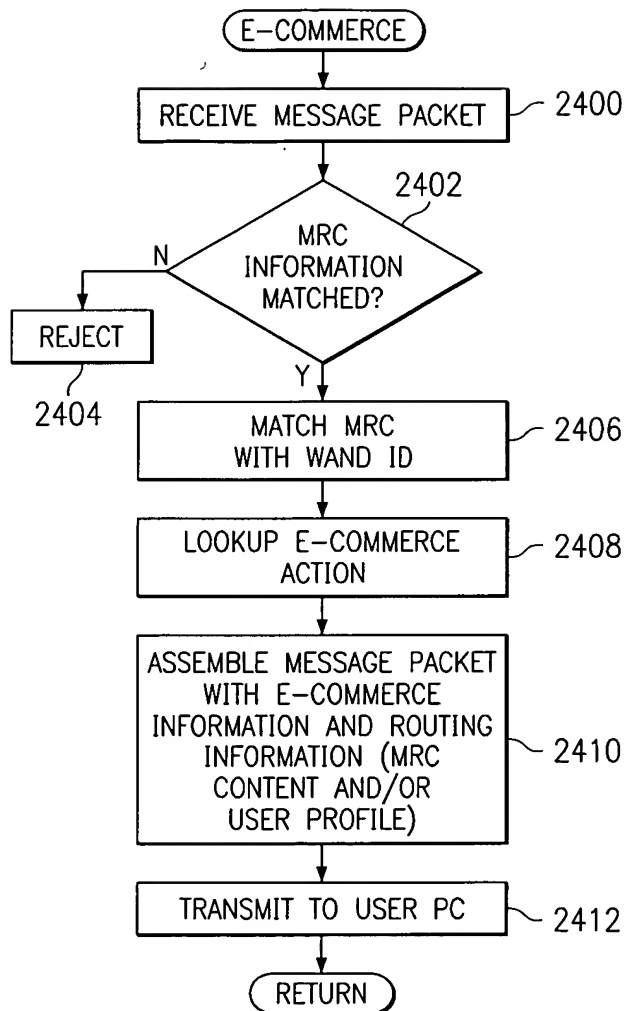
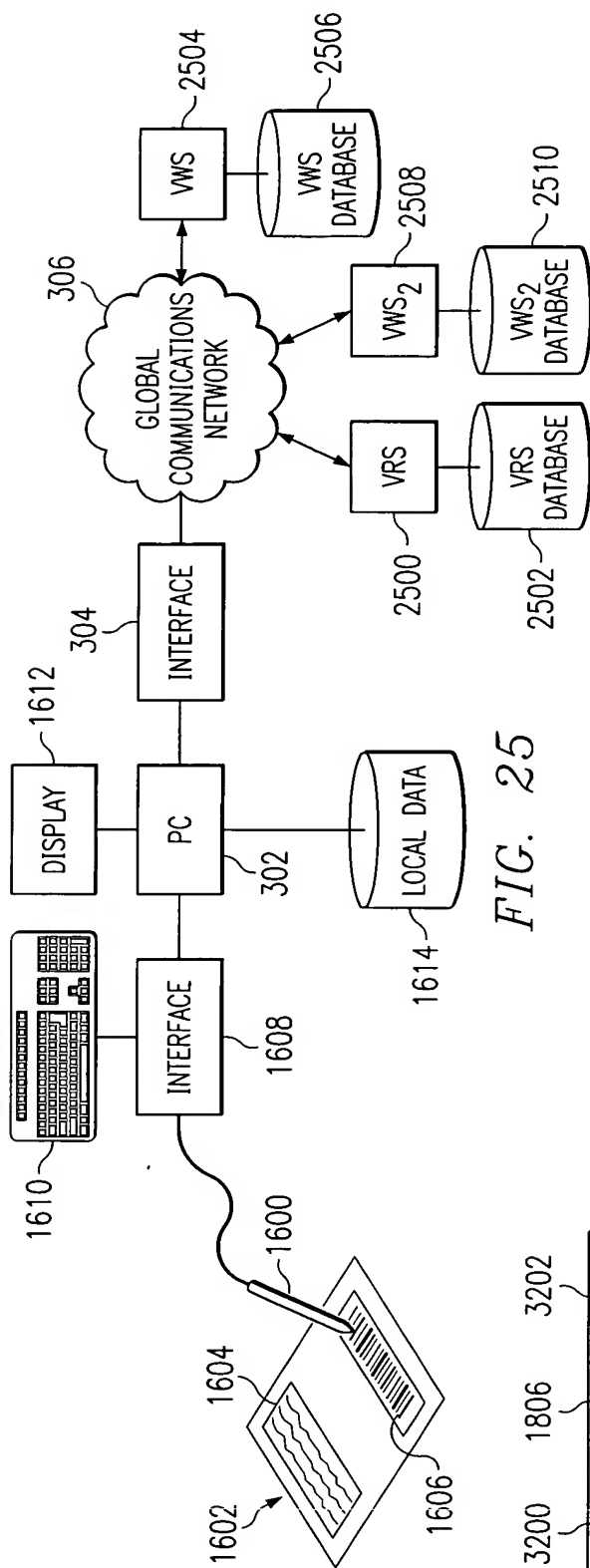


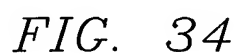
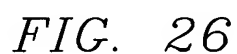
FIG. 24



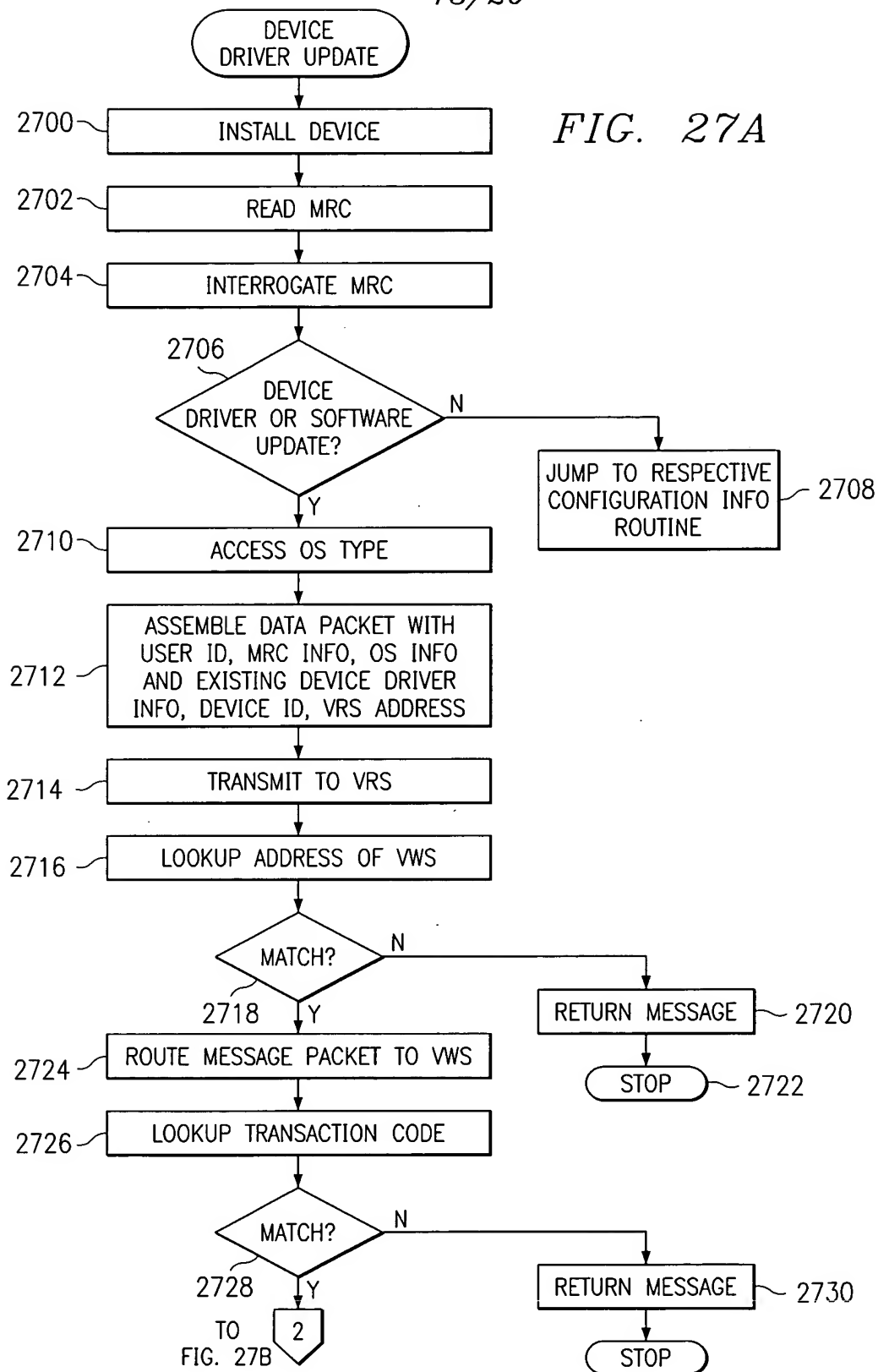


3200	1806	3202
TRANSACTION CODE	USER ID	VWS ADDRESS

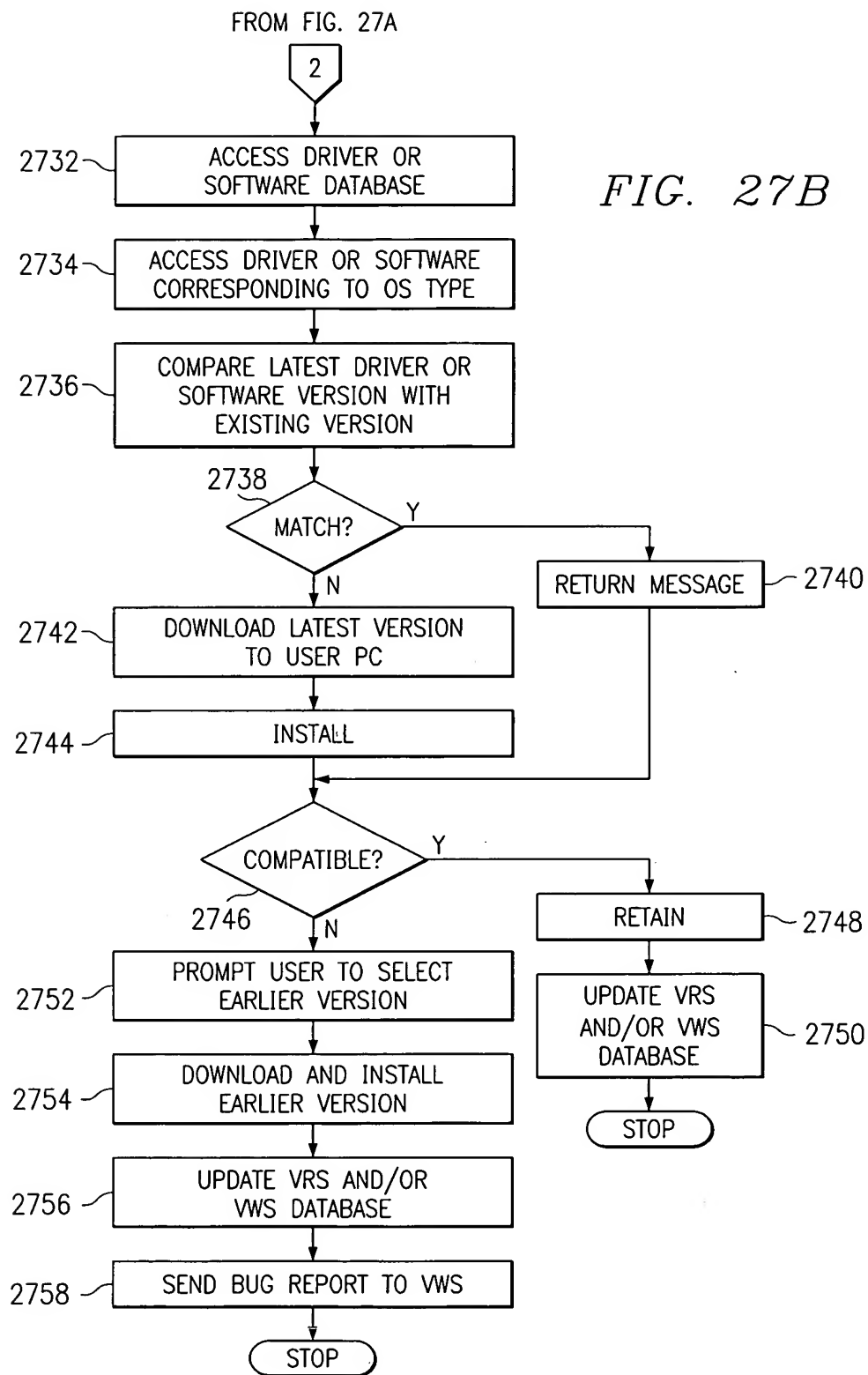
[illegible]



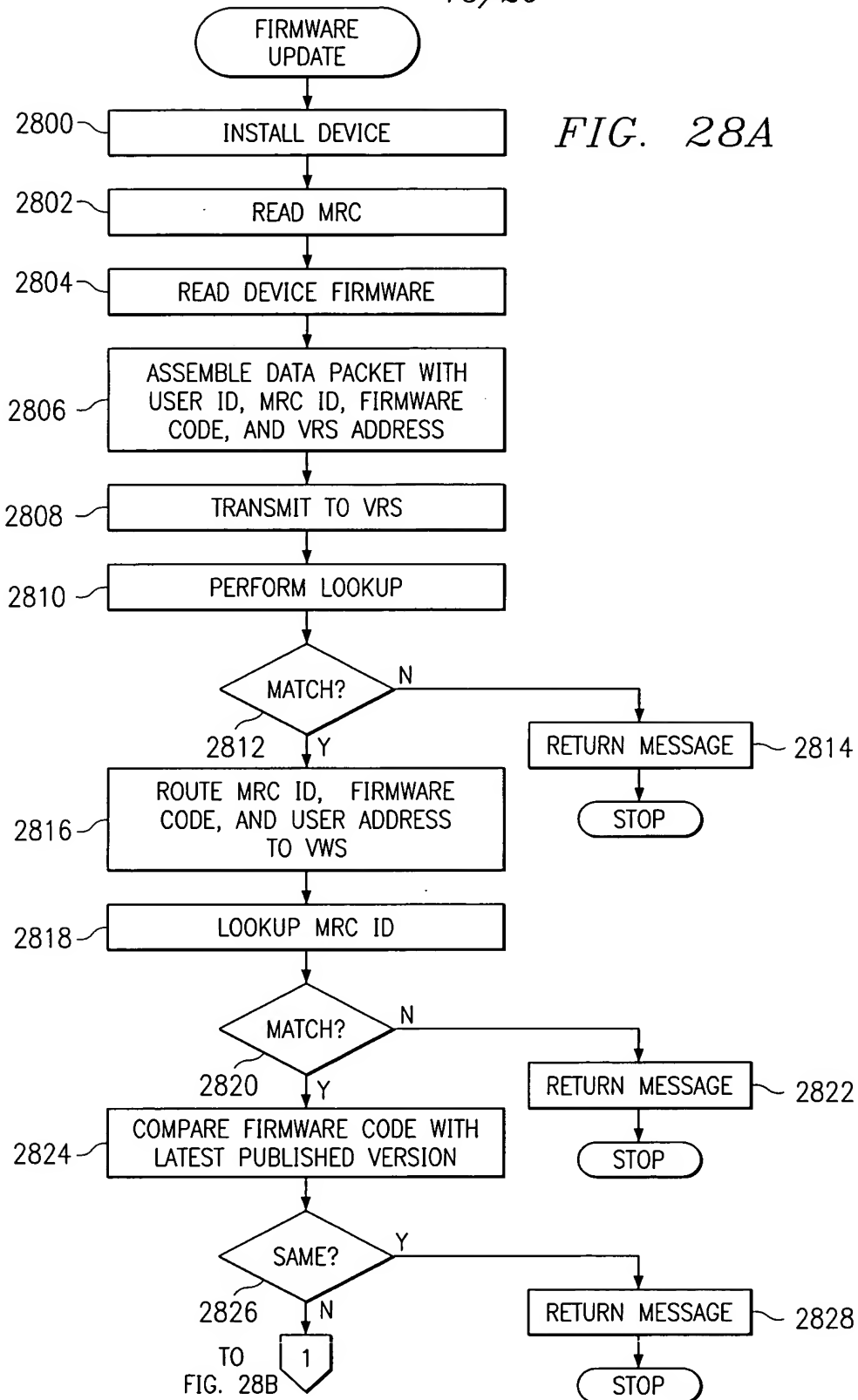
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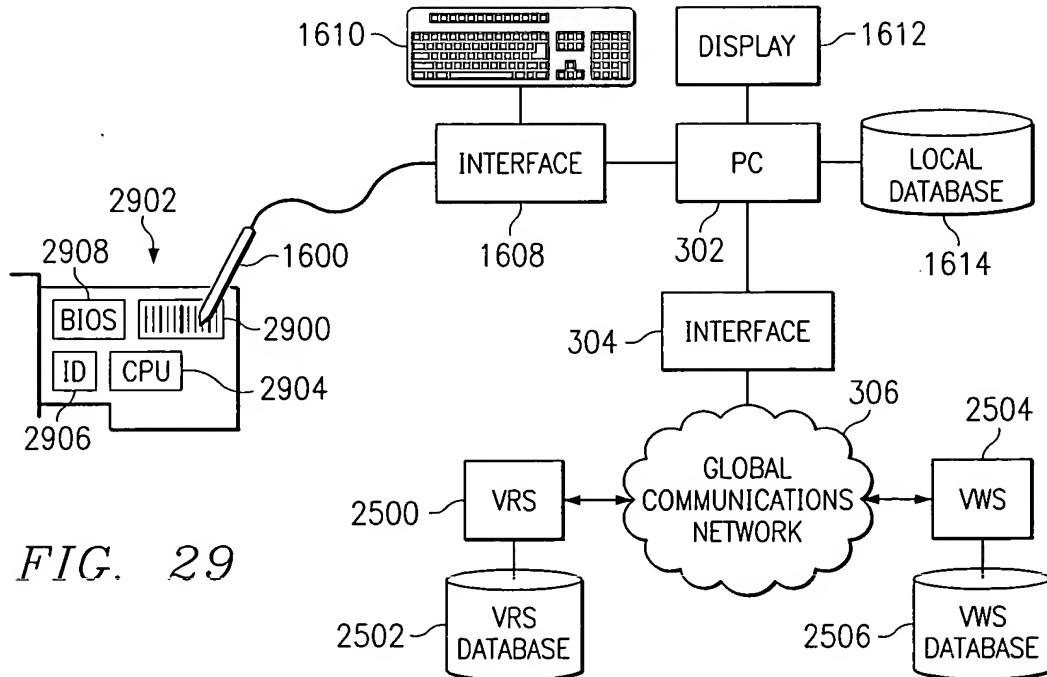
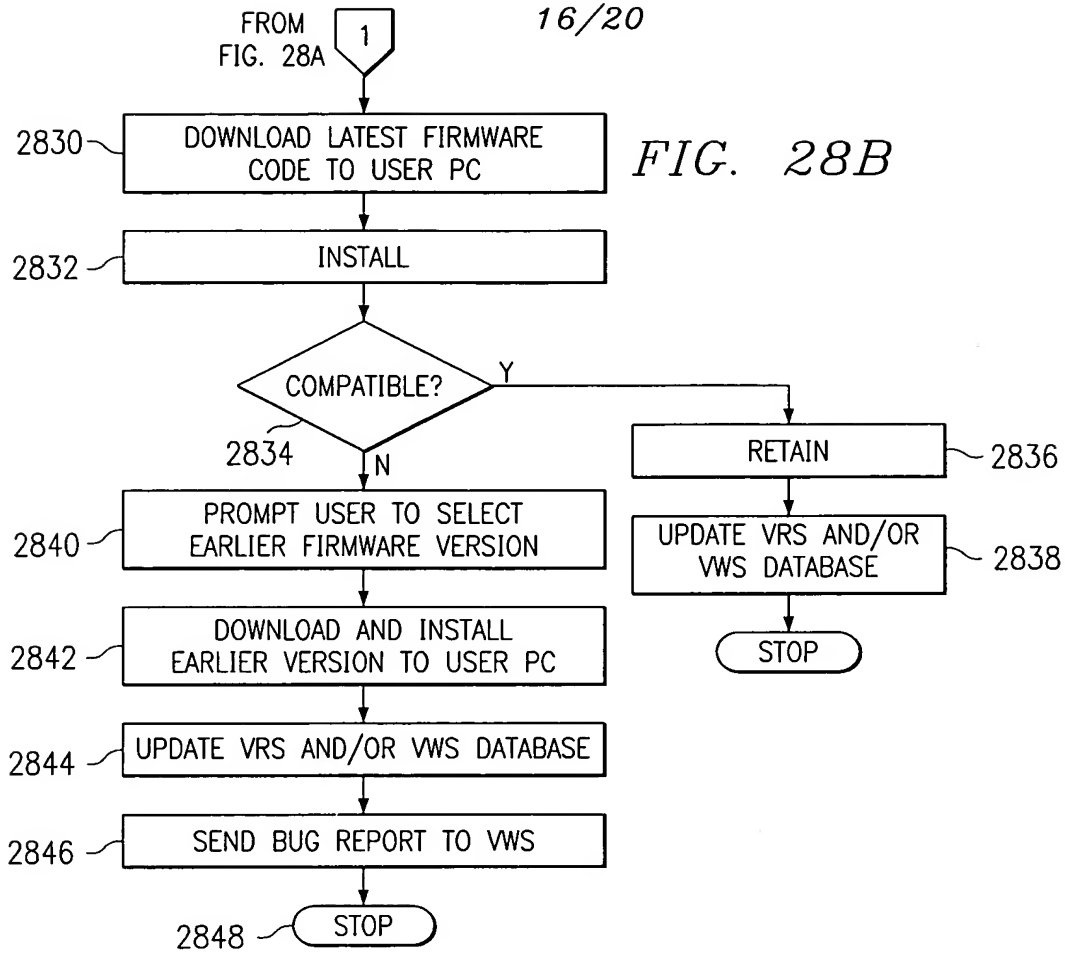
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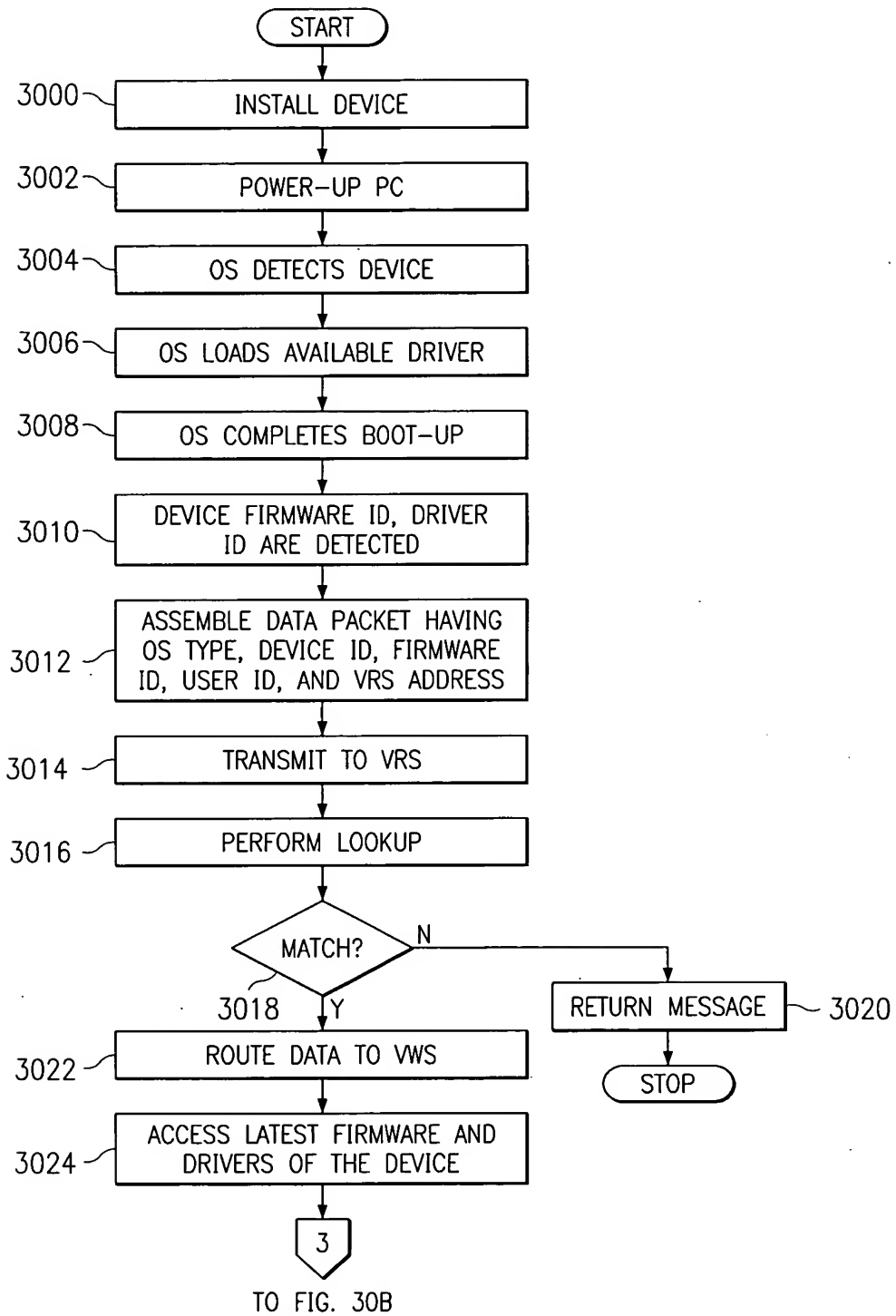
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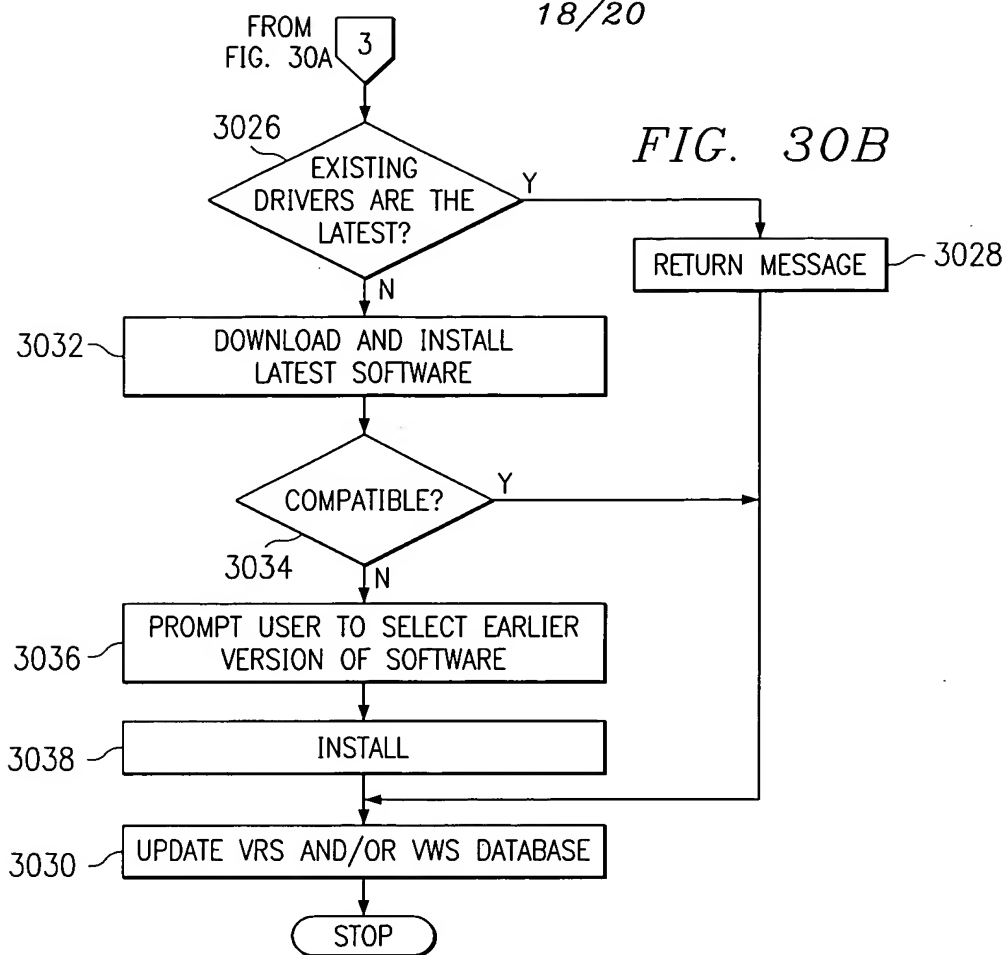


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FIG. 30A



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3600 TRANSACTION CODE	3602 DEVICE ADDRESS	3604 VWS ADDRESS

*FIG. 36*

3706 USER ID	3700 TRANSACTION CODE	3704 DEVICE ID	3702 CONFIG INFO	3708 VWS ADDRESS
UID 1	TCODE X	DEVICE 1	MODE 1	URL 1
UID 1	TCODE Y	DEVICE 1	MODE 2	URL 2
UID 1	TCODE Z	DEVICE 1	DRIVER DLD	URL 3
UID 1	TCODE X	DEVICE 2	MODE 3	URL 4
⋮	⋮	⋮	⋮	⋮

*FIG. 37*

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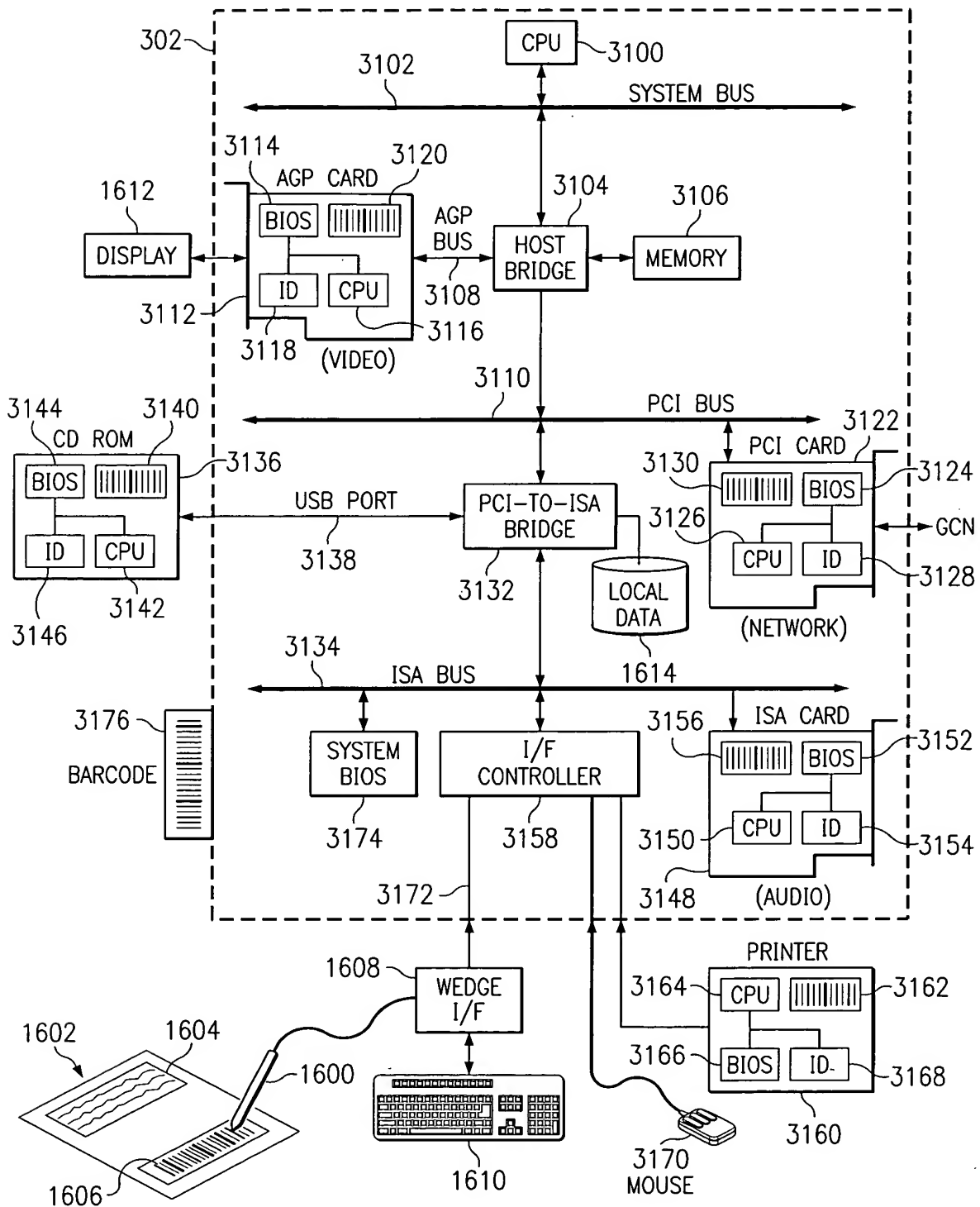


FIG. 31

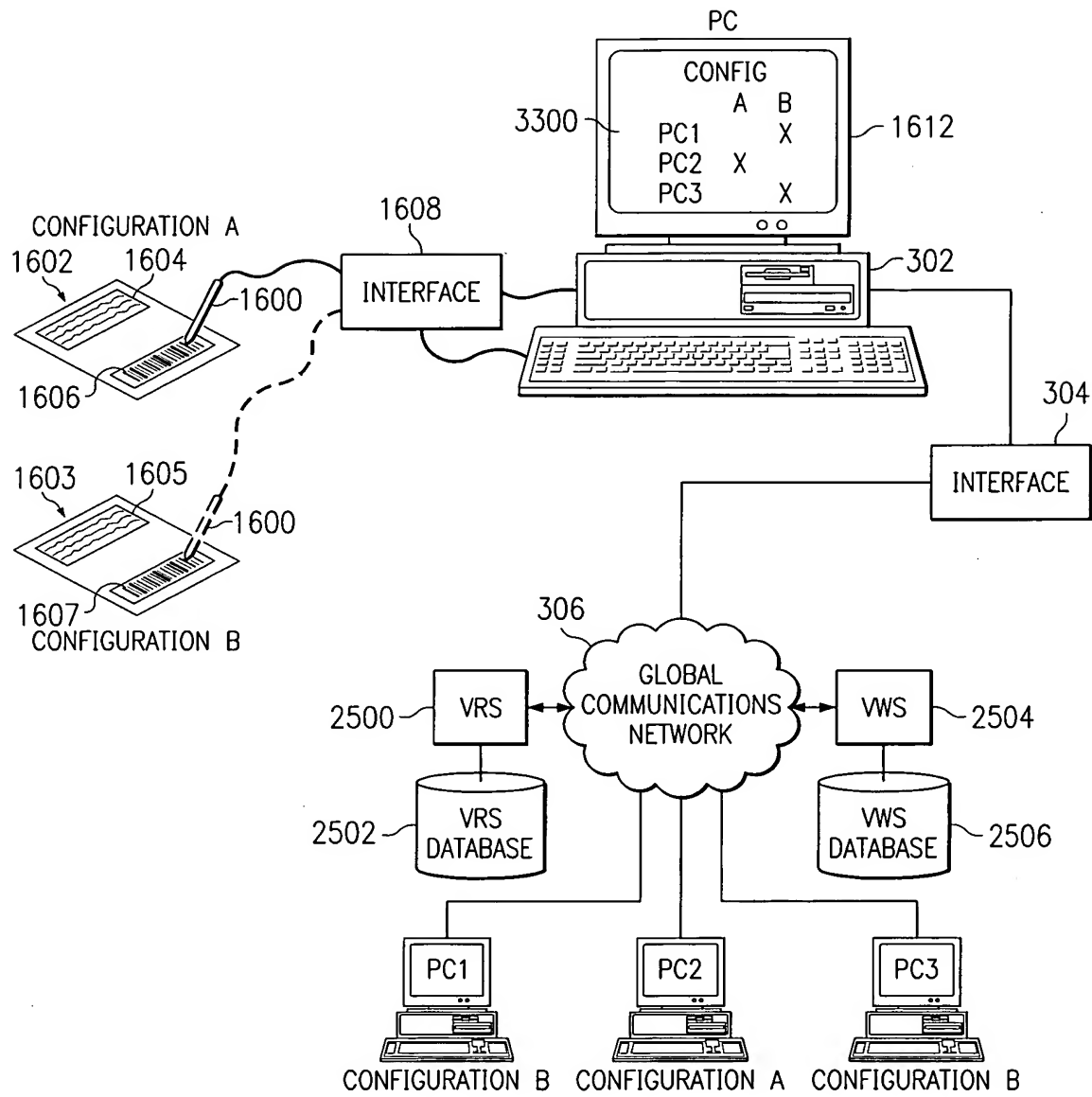


FIG. 33